

The Cheapest Cost Per Click (CPC) Countries



WE DO NOT USE THIS PRACTICE!

**BUT WE WANT TO TEACH YOU EVERY AVAILABLE
MARKETING STRATEGY ONLINE!**

THIS STRATEGY IS 100% LEGAL.

Engagement Objective → Page Likes

The image shows the Facebook Ads Manager interface for creating a new campaign. A red box highlights the 'Campaign Objective' section, and a red arrow points to the 'Page likes' option under 'Engagement Type'.

Choose the Engagement Objective and “Page Likes” for the Engagement Type.

Special Ad Categories
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#) Off

Campaign Details

Buying Type
Auction

Campaign Objective

Awareness
☐ Brand awareness
☐ Reach

Consideration
☐ Traffic
☒ Engagement
☐ App installs
☐ Video views
☐ Lead generation
☐ Messages

Conversion
☐ Conversions
☐ Catalog sales
☐ Store traffic

Page likes
Get more Page likes, event responses, or post reacts, comments or shares.

Engagement Type

- ☐ Post engagement
- ☒ Page likes
- ☐ Event responses

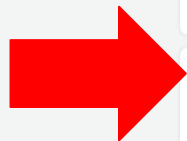
Close ✓ All edits saved Next

Navigation sidebar with icons for Home, Dashboard, Campaigns, Ads, and Analytics. The sidebar shows a hierarchy: New Campaign > New Ad Set > New Ad.

New Campaign > New Ad Set > 1 Ad

Edit Review

In Draft



Ad Set Name

New Ad Set



Page

Choose the Facebook Page you want to promote.

Facebook Page

Coursenvy



Budget & Schedule

Start Date

Oct 5, 2020

4:55 PM

Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#)

Audience

Create New Audience

Use Saved Audience

Custom Audiences

Create New

Search existing audiences

Exclude

Locations

Close All edits saved

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 2,000,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Select your Facebook Page that you want to increase the Page Likes for.

Back

Next

Cheapest CPC Countries List

Select these cheap CPC countries for the LOCATION option at the AD SET level:

<https://www.coursenvy.com/cheapest-countries-facebook-likes>

Add the Low CPC Locations

The screenshot displays the Facebook Ads Manager interface. On the left, the 'Audience' tab is selected under the 'Ad set' section. The main area shows the 'Locations' selection screen with the dropdown set to 'People who live in this location'. A list of locations includes 'United States' and 'Pakistan'. Below this is a map of the region, with a blue pin icon indicating a selected location. A red arrow points from the 'United States' entry in the list to a text box on the right. Another red arrow points from the 'Include' dropdown menu to a text box on the left. The right sidebar shows 'Estimated daily results' with a reach of 2.8K-8.1K and page likes of 285-825.

Remember to UNSELECT the United States to keep these at the lowest cost.

To get Page Likes for the lowest cost possible, target the list of countries I provided for the lowest cost per action.

Estimated daily results

Metric	Value
Reach	2.8K-8.1K
Page Likes	285-825

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Add Relevant Interests

Keep your audience BROAD (1,000,000+ people) to keep your likes at the lowest cost possible.

EXAMPLE:

We will add 1-2 interests that are relevant to your business to target your relevant audience in these cheap countries.

The screenshot shows the Facebook Ads targeting interface. At the top, there are filters for Age (18-65), Gender (All, Men, Women), and Languages. A red arrow points from the 'Audience size' section to the 'Detailed targeting' section. The 'Audience size' section shows a gauge indicating 'Your audience selection is fairly broad' and a 'Potential reach: 30,000,000 people'. The 'Detailed targeting' section has a search bar with 'marketing' entered, showing suggestions like 'Marketing', 'Marketing Officer', 'Marketing Director', 'Marketing Agent', 'Online-Marketing', and 'Marketing Director'. A red arrow points from the text box to the 'Marketing' suggestion. The 'Estimated daily results' section shows a size of 539,389,040, interests in Business and industry > Marketing, and a description: 'People who have expressed an interest in or like Pages related to Marketing'. A 'Save this Audience' button is at the bottom.

Audience size

Your audience selection is fairly broad.

Potential reach: 30,000,000 people

Detailed targeting Include people who match

marketing

Suggestions

- Marketing
- Marketing Officer
- Marketing Director
- Marketing Agent
- Online-Marketing
- Marketing Director
- Marketing Officer
- Online-Marketing

Estimated daily results

Size: 539,389,040

Interests > Business and industry > Marketing

Description: People who have expressed an interest in or like Pages related to Marketing

[Report this as inappropriate](#)

[Save this Audience](#)

Add an Incentive to Your Page Like Campaign

- The text in your Page Like campaign has to be the ultimate value proposition.
- Why should someone clutter their newsfeed with your Facebook Page's posts and updates?
- Tell the user WHY there is no choice but to LIKE your page!
- Give them a reason they can't ignore!

Page Like Ad Example

- **Text:** “Need help with marketing your business? LIKE our page for free tips and tutorials!”
- **Text:** “Make your next video go VIRAL! Like our page to learn how!”
- Be funny or cute... animal photos and memes work very well for Page Like images. **Text:** “Want more cuteness (or “funny”) delivered daily? Smash that LIKE button!”

The image shows a Facebook interface for creating and previewing a 'Page Like' advertisement. On the left, the 'Text' input area contains the text: 'Growing your business doesn't happen on accident... it happens to people like you who LIKE this page!' and a secondary line 'LIKE for marketing tips, trick, hacks!'. On the right, the 'Ad Preview' section shows how the ad will appear in a 'Desktop News Feed'. The preview includes the Coursenvy logo, the text 'Sponsored', and the same promotional message. A large green rectangular area in the preview represents the image, with the word 'GROW' written in white. At the bottom of the preview, the Coursenvy logo and a 'Like Page' button are visible.

Post Engagement

- Besides just using Page Like campaigns, you can also use this “cheap country” strategy to get really cheap SOCIAL CLOUT (i.e. likes, comments, shares, and engagement) on your Facebook and Instagram posts as well.
- Just select “Post Engagement” instead at the campaign objective level, but use the same “cheap country” targeting practices we discussed earlier.

